

I CLAIM:

1. A method of encoding original data with watermark data, comprising:
analyzing the original data to discern innate watermark biases therein; and
5 encoding watermark data in the original data, exploiting said innate biases to
partially represent the encoded watermark, thereby yielding encoded data.
2. The method of claim 1 wherein the analyzing includes performing a decoding
operation on the original data.
- 10 3. The method of claim 2 in which the analyzing includes performing plural
decoding operations on the original data.
4. The method of claim 1 which includes selecting one or more watermark
15 payload bits in accordance with said innate biases.
5. The method of claim 1 which includes selecting an encoding origin in
accordance with said innate biases.
- 20 6. The method of claim 1 in which the original data represents image
information.
7. The method of claim 1 in which the original data represents audio information.
- 25 8. The method of claim 1 that further includes decoding watermark data from the
encoded data.
9. The method of claim 8 that further includes controlling an aspect of a system's
operation based on at least part of the decoded watermark data.

10. The method of claim 9 in which the system is a content playback or recording system.

11. The method of claim 3 which includes performing one decoding operation on
5 the original data when considered in a first manner, and decoding a second operation on
the said data when considered in a second manner.

12. The method of claim 11 in which the first manner comprises considering the
original data using a first watermarking origin, and the second manner comprises
10 considering the original data using a second watermarking origin.

13. A computer storage media having stored thereon content processed in
accordance with the method of claim 1.

14. A computer storage media having stored thereon software instructions for
causing a programmable system to perform the method of claim 1.

10003717-102201

ANNA.